

## MINUTES

### **REGULAR MEETING**

#### **FOURTH OF JULY EXECUTIVE BOARD**



Wednesday, August 8, 2007  
6:00 p.m.  
City Hall; Room B-7  
2000 Main Street  
Huntington Beach, CA 92648

Chair Stier called the meeting to order at 6:07 p.m.

#### **ROLL CALL**

**Board Members:** Patti Davis; Erik Gomez; Diane Heyden; Stacey Newton; Karen Pedersen; Michael Posey; Pat Stier

**Board Members Absent:** Mariann Ettorre; William Smallshaw

**At-Large Members:** Shirley Lewis; Linda Vircks

**Staff Liaisons:** Naida Oslone; Mike Reynolds; Kimberly De Coite;

**Others:** Kevin Carrera; Bill Lomas; Ronnie Lomas; Colleen Neugebauer

**INTRODUCTIONS/PRESENTATIONS:** None

**CORRESPONDENCE:** Oslone gave the Board correspondence regarding foreign flags in the parade. Stier mentioned receiving correspondence from some vendors regarding the Expo.

#### **APPROVAL OF MINUTES:**

**Motion to approve the June 27 meeting minutes as emailed, made by Pedersen, seconded by Newton. Motion passed unanimously.**

#### **STAFF REPORTS:**

##### Community Services Liaison –

Oslone reported that the contractor for Public Relations has been terminated. She indicated that further discussion on how to handle 2008 Public Relations would be needed.

##### Police Department Liaison –

Reynolds reported that there would need to be adjustments to the traffic plan for 2008, including blockades on 8<sup>th</sup> Street until after the parade. Reynolds also suggested moving the staging to PCH, which is closed during that portion of the day. He mentioned that security briefing would be moved thirty minutes earlier and that the security company would be

providing a written report on recommendations for 2008. Due to the large numbers of people leaving the beach at the same time after the fireworks, the possibility of extending the beach curfew for the 4<sup>th</sup> was raised and would be looked into.

Fire Department Liaison –

Werth presented copies of the fireworks report to the board members and went over the pertinent points. Werth requested that flags not be hung near the display due to possible fire hazards and the four bollards at the entrance to the Pier need to be removed the day before the event. Werth reported that security company departed immediately after the fireworks show concluded. She asked that their time be extended.

**COMMITTEE REPORTS:**

Run/Expo-

Carrera reported that the event went well with 4100 pre-registered runners and registration earnings of \$100,000.

Pageantry Productions-

B. Lomas reported that the parade went well. He suggested moving the pre-parade up to Orange. Stier suggested altering the application process to have the board vote on record but no decision was made.

Sponsorship- There was a brief conversation regarding the sponsorship recognition party. The need for improvement in sponsor recognition and fulfillment was discussed. Heyden mentioned issues regarding the hospitality tent, requesting clearer demarcation and identification.

Logistics- Stier went over the budget. Newton suggested that all complimentary and sponsor package tickets be distributed through will call in order to increase the number of tickets available for sale. There was a brief discussion on food issues. Stier suggested placing someone in charge of entertainment and mentioned the need for web hosting and that changes would need to be made to the sound for the fireworks show.

Expo- Vircks mentioned the need to advertise more heavily for the expo in order to increase the traffic and revenue. Pedersen mentioned posting ‘no overnight parking’ signs and also, giving out coffee and donuts to the vendors. Stier put forth the possibility of an Expo subcommittee to address the issues and make improvements.

Merchandise- Stier suggested putting merchandise out to bid and mentioned that Albertsons had expressed an interest.

Military- Pedersen passed out a written report of military participation in the event, which was very high. She mentioned that the static display was very successful.

Celebrities- B. Lomas mentioned the need to reconsider the logistics of shuttling the celebrities from the breakfast to the parade.

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**ADJOURNMENT** - Meeting adjourned at 7:55 p.m. The next Fourth of July Executive Board meeting will be Wednesday September 5, at 6:00 p.m. at the Huntington Beach Civic Center in Room B-7, 2000 Main Street, Huntington Beach, CA 92648.

Respectfully submitted by:

Recording Secretary